

SOUTH DAKOTA VOICE MESSAGE PENETRATION RATE BY

WIRE CENTER

VOICE MESSAGE PENETRATION RATE

0.00%

0.00% - 1.00%

1.01% - 5.00%



5.01% - 15.0%



15.1%+

0

54

108

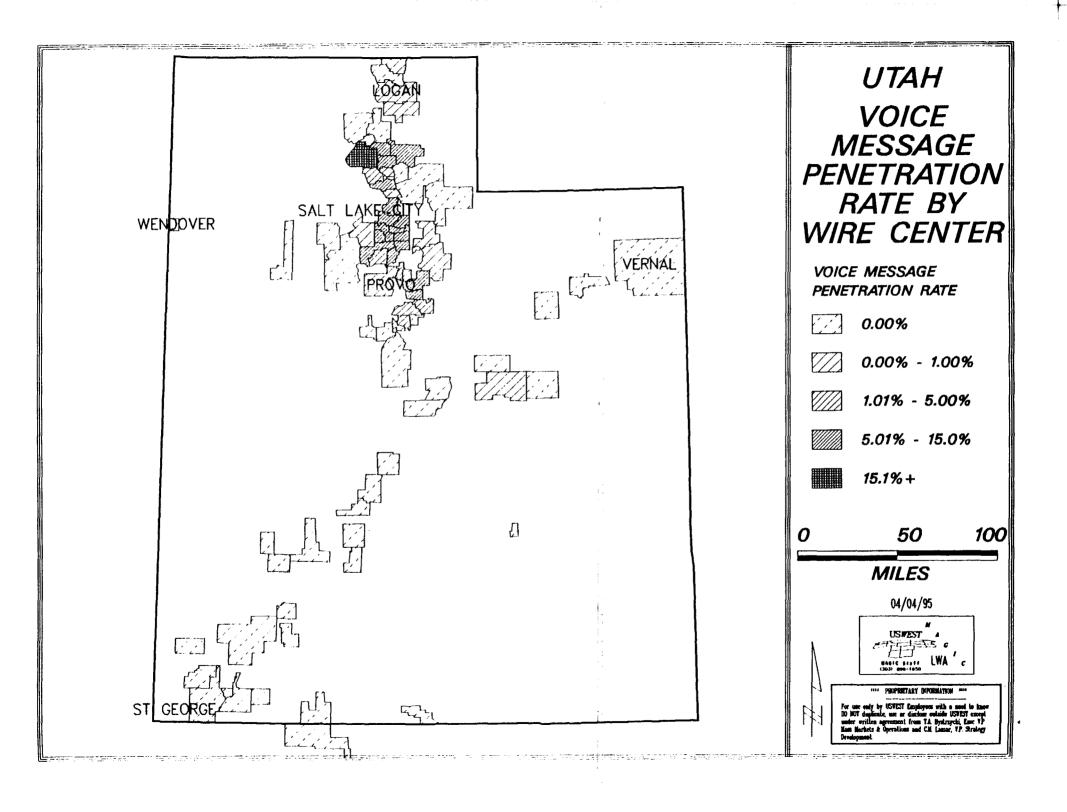
MILES

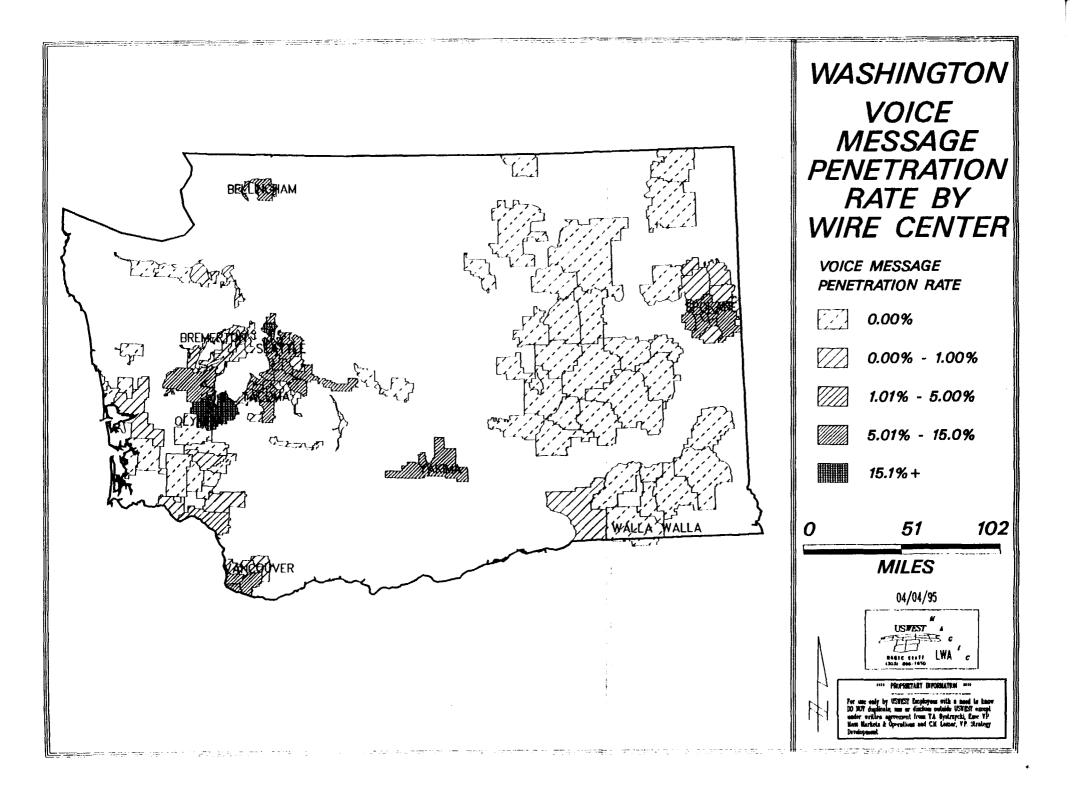
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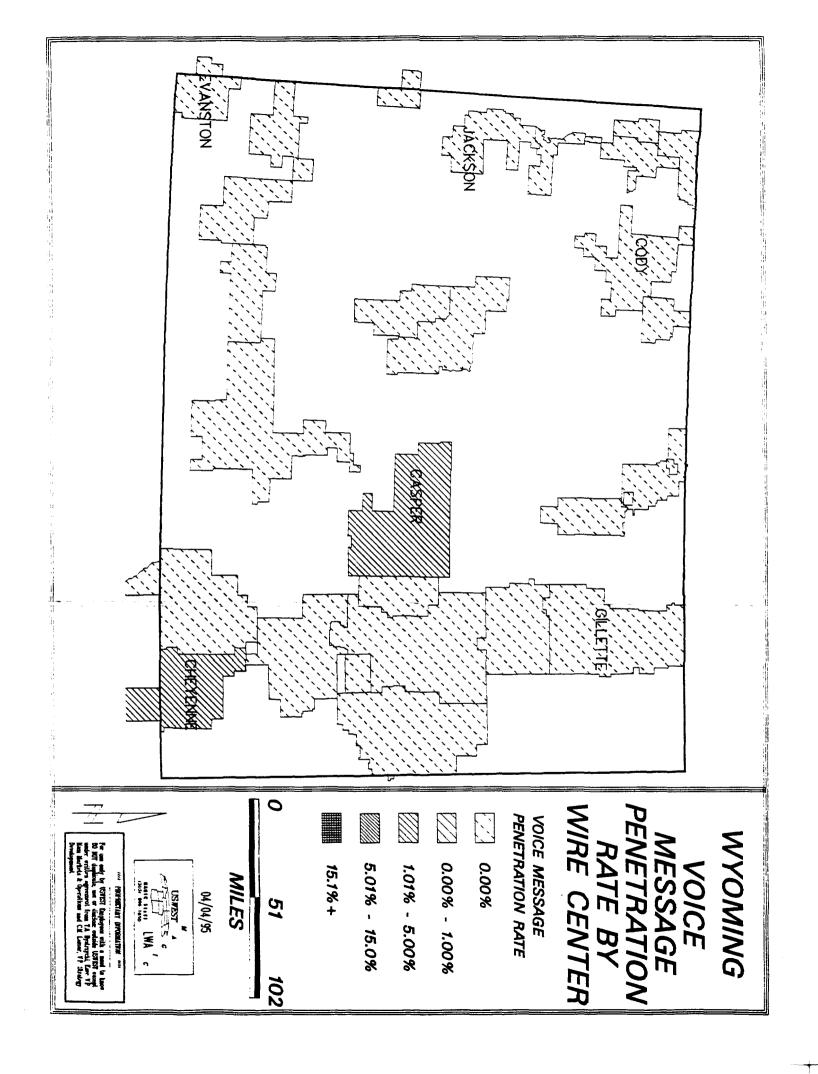


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$\underline{\mathsf{APPENDIX}\ 2}$

VMS PTX DISCUSSION GUIDE Parents

Introduction/Background

- Purpose and protocol
- Participants background -
 - Name
 - School child attends and grade

Usage and Perceptions

- ASK PARENTS TO WRITE DOWN...
 - -How many times in total have you checked/called in for a message on PTX?
 - -Using the A+ to D- and F grading scale, what grade would you give PTX overall?
 - -NON-VMS What grade would you give to PTX for ease of use? Promotional materials?
- REVIEW How often did you check/call in for messages on PTX?
 - On what occasions did you check/call in for messages?
 - NON-VMS What encouraged you to call in for messages?
- Has your usage of the service been consistent over time or did it change?
 - IF CHANGED How did it change and why?
- VMS How many of you subscribed to U S WEST Voice Messaging as a result of PTX?
 - You didn't have to subscribe to use PTX, so what encouraged you to subscribe?
- NON-VMS Were there times when you would have liked to have the information but decided not to call in?
 - IF YES Why, what discouraged you?
- Did you ever reply back to the teacher?
 - IF YES How often? On what occasions and why?
- How many of you were aware of the VMS functions...?
 - [3] [3] to skip to end of message
 - [#] to skip message entirely
 - [*] to exit
- REVIEW What grade did you give PTX overall?
 - Why did you give it that grade? PROBE
 - What would need to be different for PTX to get a higher grade overall?
- What benefits, if any are there to using PTX? Any others?
 - Is it important to be in contact with your child's teachers? Why?
 - How useful was the information you received?
 - What kind of information was most useful to receive? Least useful?
 - Is there any information you haven't received that you would like to?
 - What could the teacher do to make the messages more meaningful/ less of a waste of time?
 - Are there any other applications for PTX that you can think of?
- What benefits, if any are there to using VMS? Any others?
 - Are there any other benefits for the parents? The children? The teachers?

- What drawbacks or concerns, if any, are there to using PTX? Any others?
- Has the interaction between you and your child changed in any way since using PTX?
 - IF YES How has it changed?
- Has the interaction between you and your child's <u>teacher</u> changed in any way since using PTX?
 - IF YES How has it changed?
 - Did you see any changes in your child's performance or not? IF YES How?
- REVIEW What grade did you give PTX for ease of use? Why?
 - What would need to change for PTX to get a higher grade for ease of use?
 - Any other suggestions for improvement?
- REVIEW What grade did you give PTX for information received describing the program? Why?
 - What would need to change for PTX to get a higher grade for ease of use?
 - Any other suggestions for Improvement?
- What effect, if any, did the information have on encouraging you to try PTX?
 - free installation?
 - free 30 days?
 - donation to school?
- VMS- What effect, if any, does PTX have on your continuing to subscribe to VMS?
 NON-VMS What effect if any did PTX have on your subscribing to VMS?
 - What effect, if any, does it have to continuing to subscribe to VMS?
- What did you think of the service provided by U S WEST personnel?
 - What type of involvement would you like to see from them in the future?
- Do you have any other suggestions for improving the PTX service that has not already been mentioned?
- What do you think of U S WEST for offering the PTX service?
- Can you think of any other organizations that you belong to that may benefit from a voice mail network like the PTX?

Wrap up

Any other comments?

.. I am not a US WEST employee and I am in any way a part of the development of the PTX (parent/teacher Exchange).

I was really brought as a third party just to ask questions and encourage people to be very candid. As you could, we had a group earlier some of them you recognized some you did not. They were teachers who did have to come after school so they met them a little earlier and knowing that many worked and dealt with --- we are doing a teacher one as well as a parent one.

Tomorrow we will be doing the same, one more group of teachers and parents. It is to really get some feedback on what you think of the service, what you like and just as important, what you do not like or would like to see changed.

It is an opportunity to share your opinions and I encourage you all to participate, not just a few. There are not wrong or right answers. I will ask you a question as to what you think and I am not looking for consensus; you all have different opinions, feel free to bring them up.

It is intended to be an coined discussion so feel free to act to what somebody else has to say. I have a little bit of an agenda to follow to make sure that I c cover certain things about which we would like to learn; and we will also try to keep this on schedule so we do not get out too late.

3.0

I do want you to know that I am recording this; it is really to facilitate note taking. So, I do not have to sit here now and take a bunch of notes as we go. I will go back later and listen to the audio-tape of this so that I can take notes of each of these groups and I do write a report but I do not reference any individual in the report at all for it is not the purpose of this type of meeting.

It is just to get an understanding and report back what I learned.

In addition to that, I do have some people from US WEST who wish to observe the groups and hand and they are back behind this wall. They are listening too and in fact, I just said about three minutes to get mine down so I am still going down as we speak. They are here so that they can observe the sessions and the process in addition to getting my report.

I will check with them at the end to see if they have a last minute question.

The reason we set it up this way rather than just have it in a room is more for our benefit; it is less distracting. We used to do this in a room where we had things on the walls and we've be taking notes and you would be there sitting staring at that and they would be

staring at you. It was distracting while we were just carrying on a 1 conversation. 2 3 I would like to have you introduce yourselves and if anybody knows 4 each other here; teachers seem to know each other because it is a 5 smaller circle but if you can tell me your name and also be curious in 6 which school district you participate. If you have a child in which 7 8 grade he/she is. 9 10 , can I pick on you first? 11 Sure, why not. My name is and my son goes to and 12 he is fourth grade. 13 14 15 I would also be curious is if everybody use voice messaging, is that 16 right? Some of you got it as a result of the trial. Some of you had in before hand. 17 18 19 Not me. I got it with the trial. 20 and have a daughter in forth grade and I got My name is 21 the voice messaging when they started it. 22 23 and I have a second and a first grader at 24 25 and I signed up with the school for the voice messaging. 26 trial basis. 27 I am 28 on I children in fifth and sixth grades 29 and I signed up as a result of the operative from US WEST. 3.0 31 Jo you actually got it for two children there. 32 33 and I have two children at seventh and 34 second grades. I had voice messaging before. 35 36 and my daughter goes to the voice messaging with the trial. My daughter is in sixth grade. 37 38 My name is ; I also have a daughter at in fourth grade and 39 40 I had voice messaging before the school program. 41 I want to give you a chance, just like I did with the teachers to tune 42 into grace, I guess, from a parents' or teacher prospective. I would 43 like you to write down for me, just like an associated --- any 44

comments you have. How many times have you checked or called in for a message on PTX, approximate.

Since we started?

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47 48

49 50

51

No, during February.

I am sorry, how many times you get a message?

Everyday. Not counting weekends.

Do you get them everyday?

Yes. Almost everyday.

5

Why do you not just write down how frequently.

I would like you to also give some grades here. First of all, using the A. Plus, the D. Minus and the F. Grading scale, what grade would you give to PTX over all. I want you to put down over all because I am going to ask you some more questions.

I guess we would actually leave it at that because you did receive the messages.

Let us go back here and talk about the frequency. It seems like I am hearing daily, it was a word that was used by some of you. How many of you receive messages daily in here.

Five, almost everyday.

No, both teachers usually drop something in the mail box once a week usually on a Sunday or a Monday night. They just leave a reading of the whole week's assignments. Some times I would get a little comment from the sunday of the whole week's assignments. Some times I would get a little comment from the sunday of the whole week's assignments. Some times I would get a little comment from the sunday of the whole week's assignments. Some times I would get a little comment from the whole week's assignments. Some times I would get a little comment from the whole week's assignments. Some times I would get a little comment from the whole week's assignments. Some times I would get a little comment from the whole week's assignments. Some times I would get a little comment from the whole week's assignments. Some times I would get a little comment from the whole week's assignments. Some times I would get a little comment from the whole week's assignments. Some times I would get a little comment from the whole week's assignments. Some times I would get a little comment from the whole week's assignments.

My daughter has three other teachers, as and I were talking, his daughter is a sixth grader. They also have four teacher, he gets messages from two of her teachers on a daily basis. I just get messages from one of the teachers and we have four teachers on the seventh and eighth grade and I just get the homework teacher once a week.

Everybody else is virtually everyday.

I do get them everyday, except for Saturday.

What kind of messages you get.

I am at a and actually she is--- today because she goes over the whole over the whole schedule. She drops it 4:20 in the morning and always in the morning and I get them before I leave the school or the night before. Some times the night before for the next day's work. They had assignment tests today and did not tell me; you know, it is one of those things that escape to mind. I

would have not heard that message I would have not known she had to study for it and she would have failed it.

Is she a second grader?

She is a first grader too and I do not get messages; hardly. She is really shy, I do no think she likes it. is really outgoing and every time at four in the morning I have a message about the whole thing that is going to happen. The special activities, everything; all the way down to spelling words.

You are saying that the principal sends something?

 Yes, specially on the daily message from just a good morning, how we are doing for the activities we have and she would address school wide activities and they have what they call an --- camp, on the side program. She would call in when she went to there with daily up-dates of what the children are doing from there. I said, this specially daily the teacher just used it not much, just once or twice a week. They only get it probably once or twice a month. Like you are saying, they go as a teacher. Maybe it is fare to say that the teacher is a little bit shy and hesitant to use it. She made a comment about I think I figured this out and I am sorry you guys got extra messages and things like that.

Were the teachers told a certain way that they should be giving messages? What they should be telling the ...

I am not sure about that.

It does not seem like it.

No, they had classes where they had to learn how to do it and they sat, you know, to start out.

But as far as how best to use it as a tool to communicate with us.

They were told to do a message a week and anything else.

Did any talk about what is the best kind of message. I would rather have, you know, there is a religion test on Wednesday; I wold rather hear. This week we are studying about, you know, I do not know, a Christmas story or, that is just an example. This week we talked about this morality issue in school; rather than, it is important, I guess to get the homework information but, I guess I am lucky my seventh grader is really on top of the work and she just always has her work done and she knows. You see what I mean, so what, she has it written down. I rather know ... Well, it is the more important. I want information on what is actually going on in the class-room.

That would be your preference on the type of messages in the system.

Yes, it is good to know for sure what they have to do that night for homework. If it is a project that they have, even for a week, I want to know about it.

I would agree with that; I would like to have that but it would be good enough just to have a ... They could send a letter home stating all that. I am trying to push it one step further and actually get them to comment on what is happening in the class-room.

Do that. I mean, this week we are going to, the teacher themselves we are only getting something from once or twice a month, so it is not that we do not get it. When they do is, we are going to be studying this issue.

 I would like to get into knowing more about what things you want to see; what is most valuable, what is not? I would be curious about what everybody is receiving right now, first. Any other examples of what you are getting?

 I get a call daily from the control of the lets us know what the class is doing, for a particular class, I think it is English. I am not sure but I know she is always mostly giving assignments for the children.

Is it the homework for the day?

It is school homework assignment and it is the everyday and called at the beginning of the week and gave me a small review of what they are going to do over the week. I get a call once in awhile from Mr.

Yes, he calls a lot on special things.

Mr. is the school principal.

 When channel 10 did the US WEST day on this and the parent teacher exchange and voice message to let everybody know what was on that channel so we could watch it. It was just a little thing but it was nice to see. That kind of stuff he puts on the phone; he wants everybody to know.

What kind of messages you receive? The same thing.

I get principal calls almost every morning and then, like a weekly teacher message, spelling words, unit for reading, science, anything different.



It is mostly the principal. We hear mostly from the principal and the teacher may use it; I do not think that she has called more than four times.

Is this administration who is using this the most?

Not in my case.

For four of you.

How about the messages? have you had changed over the time the number of messages you are getting. Is it the same over time or has it changed, increased, decreased?

Mine has stayed the same. It is very consistent.

We are still getting very much the same number doing a couple of things that have come out from school. I think the principal missed a couple of days. The only big change I know is that at the very beginning --- and you have tons and tons of messages from the PTA and they can come on this.

 I know they have dropped off some ... It is probably 30 seconds. There was a period for a while were I got two or three messages on there on a single day. Two from the principal, one about that task and

I felt like, leave us alone. My husband said that a few times. There are four messages in there.

I am finding that with the teacher into commendation night, I have personally experienced it. The principal has settled down to what is probably our right to give her as much credit as she has; let me learn which button speeds up her voice.

You have to be ready to hear the Mickey Mouse or MinI Mouse or something like that. The teacher, on the other hand, there have been times when, for a report, do the list change for publish the third. Well, my daughter brings it home on the tenth. Now, there is nothing that needs to be a perfect situation that teach you to call and take advantage and use that; it is just for things like when projects are due, parents, you might want to check this because you are still getting paper stuff. On one hand, the principal is very supportive of their project when is good and on the other hand the teacher does not seem to be using it as much as she could.

Did you say you have the shy one too?

Yes. The last time you could hear her tone of voice was more reassured; I know that was because she practices several times.

I wonder what they do when they do their messages, I really do; because I know there is a time allotment for them to do and Mrs. Mills gets there to the last beep-beep-beep, which means she has like two or three more seconds or something. I always wonder what they do while they are doing it.

Mine is just the same; Mrs. Has slowed down a little bit. I used to get an announcement was once or twice a week. She did the same thing; she would get on there and just get on a roll and then she would have to call again. The other thing that I found kind of strange is that, she would leave these messages at 30:30 12:30 and 01:00 O'clock in the morning. Would say, gush, is she working hard or what.

Yes, I have found messages that were put on the mail box at 2:30 in the morning. They ask for us to return it. Now, that is when I come up with ...

The first week I went in I went in and said, gee, you were up late last night; because it was like 2:30 in the morning and Mrs. was like, "You will find that I am brain dead!".

 At the beginning I received message, I guess this is different for us because we have four different teacher for seventh and eighth grade and you are the same. As I said, I am receiving messages from the home-room teacher who is also the science teacher and that has been all year. After Christmas, she started giving information for religion as well as well as harmony teacher; for science she would say, if you are not in home-room and no one listened to the religion message you can press three-three. She started out after Christmas.

Then, I had the idea that, well, maybe the other three teachers should be messaging me too because I never find out what is going on in math or social studies or English; I am just getting religion and science from one room-teacher. I would like to hear from the other teachers. I think they should air more on the side too much.

Really? Who else feel like that.

I am very thankful. Some times I get kind of turned out think, oh my gush, here we go again. I am now very thankful; I know what is going on from 8:00 or 10:000 in the morning till 3)00 O'clock in the afternoon.

So you like getting the information.

Oh yes.

We really have more information. Usually our messages come between six and seven in the morning and I am at work at that time. For,

while I am doing my work on the PC I put my office phone on the speaker and I just play that and if it sound like she is mumbling I just double click on the six to get around through to something I might and slow it down and back it up. You know, at least I know what is going on.

I think it helps. I check messages frequently because I think it is feedback for them and it makes the lines more opened and you are more likely to communicate a small message that you do not want to bother to send.

How often have responded to a message?

I usually send a send a message back. I only hear from, well, the science seventh grade teacher and I probably send her %85 of the time. I send her questions and some times I say thanks for the message.

Does anybody else reply?

 Not all the time. I think the teachers appreciate that too; because I got a message back from something I left her. Right before the holidays I sent her a message; thanks for the good work and I really appreciate it. That type of message right over Christmas and she answered thanking me that is nice to hear those kinds of things. Teachers need to pat on the back.

Yes. I sent that message because it made me feel so good. I put that on save and I just got read of it like two weeks ago. It made me feel good that I made her feel good. It may sound stupid.

So, do you also reply,

I said no. I think my teachers are the exception simply because our reply and request information has not counted; I have also sent written notes that I have not gotten. I had to resort to phone calls and say, please call me. Then, she would usually call. We play tag a couple of times on the voice messaging and I said, it is really a good tool. Now we essentially have the same thing we have at work and it is really great. I just wished that my particular teacher would take more advantage of it.

Does your daughter have other teachers or just one?

She has another one for math and I have not heard anything from her yet.

So, it is selective; some teacher use it and some do not.

We have taken it a step further too. We are going to start very soon. Mitsie has some first grade brownies and she realizes that could use

copying and stuff so she started using for --- so it is wonderful. I am attempting to get, because I also have 20 girls. It can be expanded to a lot of ways.

You would like to be able to broadcast?

I have the brownie leader, 20 girls, and I am going to look into those to whom will talk to get her. The gut who came in the Summer said, let us try this; they took some back and forth to get it right but now it is working and she will remind the parents. That is very handy for me so I am going to look into that too. It is for the girl scouts.

 I teach Junior grade once a week. I have 14 students and I just sent a letter on Mondays and tuesdays home. I just send it with my son who gets it to the teacher who passes it out. Beside it being a waste of paper you have to write it and pass it and hope everybody reads it. Again, the people who do not have voice messaging will not get it and I will have to send them a written note which they have to c all and get it.

Any other applications for you own purposes?

If you are on a volunteer committee it would be nice to have it to leave messages to people in your committee.

It would be nice to have it available to you.

The only problem with that is that you still have to spend a certain amount of paper because there are going to be people who do not have voice mail and you cannot could on them to call in to get the messages.

You can get a big percentage in the school if you did ... I do the food --- and that would be a great idea, I am going to use it this year too. I will go to ask to use his, the principal and say, this is what I want and do not know the percentage at think it is very high; it would get to a lot of people.

That was helpful. He used around the option. He was trying to find something, he said he would need such and such --- and he left a message saying that and that was really helpful.

When you talk to the principal, did somebody talk to him about the message?

Somebody did; they were looking for some item for the carnival. I think it has really played big at the carnivals. They have had other carnivals; the second year in a row. He voice mailed everybody and that was the biggest turn out we have had. People are reminded that

it is Carnival so I think there are a lot more avenues to follow with 1 this thing. With the scouts, the volunteer groups. 2

3 4

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6

Well, everybody here has voice messaging. We will be doing a non voice massaging group as well. Most of you in here had gotten voice messaging as a result of the trial in here. What encouraged you to do that. You did not need to do that.

7 8 9

It was free and it was a fund raiser for the school.

10 11

We had an answering machine at home so it worked just fine.

12 13

We are supporting the school.

14 15

Had it not had the fund raiser, would you have done it.

16 17

I do not think so.

18 19

Maybe if we just got a letter that said, you can have voice messaging for 30 days free ... Is that what you are asking was?

20 21 22

I would not have done it.

23 24

The fund raising really had a big impact.

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28 29 Well, it was to support the school too. The school was really into it and had big ideas for it. As I said, it can really go a lot of places. I think it was the fact that it was a freely to try so we are not really committing yet. You were helping the school by doing that and you are giving your support to the school to try it for the teachers.

But, if it was just a freely and no fund raiser portion, you would

34 have said no?

35 36

Yes.

37 38 39

Any other replying back. The three of you replied back just to school. How would were you aware of some of the voice messaging functions like three-three to skip to the end of the message?

41 42

40

I just used three once just to kind skip along.

43 44

Did you know that you can move along with the three? Anybody who who did not know that?

45 46

47 48

I just heard people say, I just skipped to the end. I did not.

49 50

Three to the end and one to back up a little.

Now, if you do one-one you are back at the beginning. Four is to slow it down. You have your speed controls, you have your positioning in there.

, which is the one to get it talking faster?

Six.

How many did know that one?

I did not know.

There is a lot of stuff I did not know from the application at school; I had to use my own voice messaging to learn on my own. Plus I have some stuff at work and when I get running out of messages or people talk too soft it is very useful. I usually experiment with it at the school exchange and it works there too.

Do you know how to skip a message?

You press the pound sign during the middle of the message or when it begins.

That is helpful because some times I call and pick my phone and there is a message from the teacher and it is so long message; I want to listen to it but not right now. So you just press pound and it will go to the next message.

I think you still need the indicator on the phone, the intermittent dial tone. I think if you hit pound you skip it but still, there is a way that if you do not take any action on the message and just listen part of it, it will skip it but it will still leave the intermittent part of it.

I think if you hang up and do not do anything it will still leave the intermittent.

Your phone does not go bee-bee-bee, but the message is still there.

It is not the broken dial town; if you pick it right; but if you wait you get the.

I have to find out. How many knew about the pound sign?

Three of us did.

That is okay. Still it is just what you are getting used to using.

Star to get out to exit; everybody knows that.

Okay, you are writing this down.

I do not know; I am embarrassed to say. I got the phone book out last night or the day before yesterday to get in there and find out how to 2 make the number of rings change. We had a recording and I do book-3 keeping business out of my home so I kept my own machine on and just 4 used the voice message the first two months of better for the teacher. 5 Only if I was on another line it would kick into voice messaging; of 6 course my recorder would pick it up and our recorder just broke two 7 weeks ago and my husband said, you need to change the number of rings 8 because it is like seven rings and people hang up. So we wanted it to 9 kick back and I could not find anywhere to do that. So, I finally 10 called the office Monday morning and they said that they were going to 11 try to make that available to us to do us as an option. That is not 12 13 said on the phone book. It does not say anywhere, yellow or white 14 pages, if you need your rings changed, call us. That was very 15 frustrating.

16 17

There is a little brochure at home.

18 19

I could not find it this weekend.

20 21

So, six makes it talk faster, four makes it talk slower; like if you want to write numbers down. This is while they are talking, not at the end of the message.

232425

22

I did not know that either. I just knew three and one.

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Okay. Let us talk about the grade over all. What grade would you give to PTX.

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A. A. Minus.

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I gave it a B., Not for the product itself but for my own personal use. Quite frankly, one of the --- that came up, I called up to see if there was going to be an available feature because, as much as I have gotten a little bit of information from the principal, it was not enough to meeting the needs as far as teacher communication goes. would have discontinued it if I had to pay for it, considering the response I got from the teacher. I said school information, we get a weekly newsletter that comes out and tells me school wise stuff and I wished I could find out school wise things like the carnivals and the sales and also stuff. If I get it three days later in the voice mail, that is no big deal. I would really like to hear more from the teacher. I do not want to know, yes, this is for tonight, she has to study That is too much detail and to go to school --- that is my schedule such it is some times. You get home from work, I take her over to a friend of mine to watch her; as soon as I left there I came over here, I go back and pick her at 8:30 and I have not had any time to call and see if she has something to do. The information about what it is happening ... That is fine.